Version Blue - assumes we will do Fall Revenue Gravity Fed display.

On Intro. P.O.S.

Source: https://www.industrydocuments.ucsf.edu/docs/yxdm0004

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Parliament MENTHOL

get PMS color from Donna

PMS (Green) 342C

Distributor Offer (~~Full Revenue Product Only~~):
Promotion Assembly

Distributors will load eight cartons of promotional product (6 cartons 79mm Box and 2 cartons 100mm Box, including backup) into the carrier case with a 20-deal gravity feed display and POS materials. Carrier cases will be available for distributor shipping only. Distributors will receive $12 per 6M case for assembly and shipment of the Carrier Case and will ship to retail based on the pre-booked orders placed by Account Managers and TSMs. This payment will be made by Account Managers through FSI.

Distributor introductory sell-in begins: March 11
Retail sell-in/pre-book: March 11
First available product ship date to distributor: April 15

Distributors are eligible for two introductory allowance programs:

An **Introductory Allowance** of $6 per 6M case will be applied to the quantity of Parliament Menthol Lights 79mm and 100mm Box product invoiced to the distributor from **April 15, 1996 to May 24, 1996** up to but not in excess of the distributor's introductory allocation. Payment for the introductory allowance will be paid off the manufacturer's invoice.

A **Rapid Distribution Allowance** (RDA) of $6 per 6M case on all Parliament Menthol Lights 79mm and 100mm Box product invoiced by the distributor to retail through **May 31, 1996**. Reimbursement will be made via FSI promo code.

PRODUCT INFORMATION

PRODUCT INFORMATION ON PARLIAMENT MENTHOL LIGHTS Long Size and 100mm Box

PRODUCT AND UPC:	CASE	CARTON	PACK	SUPPRESSED
Menthol Lights 80mm Box	03166	13160	00316	283162
Menthol Lights 100mm Box	03176	13170	00317	283172

LIST PRICE: Long Size/100mm $57.45 per thousand cigarettes.

NORMAL TERMS: Standard credit terms are a standard discount of 3.25% for orders drafted (debited) by Philip Morris USA from the customer's designated bank account twelve (12) days from the normal (anticipated) date of delivery of product.

PACKING: 6000 cigarettes (30 cartons) per case.

Long Size Weight - 19.5 lbs. Cube - 1.3 cu. ft.
Dimensions - 17.0" x 11.8" x 11.6"

100mm Weight - 22.6 lbs. Cube - 1.6cu. ft.
Dimensions - 20.5" x 11.9" x 11.6"

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Should we give time frames for assembly or just ship that date.

Activity
Promotional ~~Assembly Allowance~~
(4/29-5/10)
B16IF - Distributors will load eight cartons of promotional product (6 cartons 79mm Box and 2 cartons 100mm Box including backup) into the carrier case with a 20-deal gravity feed display & POS materials. Carrier cases will be available for distributors

Price of Promotion

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